

**SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY**

SUBJECT: Purchase Order Approval (Staff Recommends Approval).

REQUESTED ACTION:

☐ Work Session (Report Only) **DATE OF MEETING:** 9/8/09
☒ Regular Meeting ☐ Special Meeting

CONTRACT: ☐ N/A Vendor/Entity: _____
Effective Date: _____ Termination Date: _____
Managing Division / Dept: _____

BUDGET IMPACT: _____
☐ Annual **FUNDING SOURCE:** _____
☐ Capital **EXPENDITURE ACCOUNT:** _____
☐ N/A

HISTORY/FACTS/ISSUES:

| PO Number | PO Amount | Vendor Name | PO Description |
|-----------|-------------|---------------------------------|------------------------|
| 52597 | \$15,000.00 | Dade Battlefield, Society, Inc. | Annual Re-enactment |
| 52598 | \$8,605.00 | The City of Bushnell | Bushnell Fall Festival |
| 52599 | \$5,410.00 | City of Wildwood | Wildwood Winterfest |

PURCHASE ORDER

PLEASE FURNISH MERCHANDISE BELOW FOR THE ACCOUNT OF

BOARD OF SUMTER COUNTY COMMISSIONERS

910 N. MAIN STREET, ROOM #201

TELEPHONE 352-793-0200

BUSHNELL, FLORIDA 33513-9402

52597

TO

┌


Dade Battlefield Society, Inc.

└

DATE August 31, 2009

DEPT. Tourist Development Fund

BY 

| FUND | ACCOUNT NO. | QUANTITY | DESCRIPTION | UNIT PRICE | TOTAL PRICE |
|--------|--------------|---|---|----------------------|----------------------|
| 111 | 121-579-4800 |  | Annual Re-enactment - January 2-3, 2010 Please note: All funds may not be expended in the 08-09 fiscal year and will carry forward to the 09-10 fiscal year. Once the Board approves in 08-09, this Purchase Order will not need to go back to the Board in 09-10. The County Administrator will at that time approve the new Purchase Order to spend the remaining dollars. | 15,000 ⁰⁰ | 15,000 ⁰⁰ |
| TERMS: | | | | TOTAL | 15,000.00 |

BOARD OF SUMTER COUNTY COMMISSIONERS

DELIVER TO: _____

AUTHORIZED BY: _____

**NOTE: ONLY ORIGINAL INVOICES
WILL BE CONSIDERED FOR PAYMENT**

DISTRIBUTION:

BLUE COPY - TO BOARD OF COUNTY COMMISSIONERS
WHITE COPY - TO VENDOR
CANARY COPY - TO DEPARTMENT HEAD
GREEN COPY - TO BOARD OF COUNTY COMMISSIONERS

THIS IS TO CERTIFY THAT THE ABOVE GOODS WERE RECEIVED AND THAT THEY WERE OF THE QUANTITY AND QUALITY ORDERED AND PAYMENT FOR SAME IS HEREBY APPROVED.

BY: _____ DATE: _____

OFFICER OR DEPT. HEAD

1. MAIL INVOICE TO BOARD OF COUNTY COMMISSIONERS
2. PLEASE SHOW OUR PURCHASE ORDER NUMBER ON ALL INVOICES
3. EACH SHIPMENT MUST BE COVERED BY A SEPARATE INVOICE
4. THE COUNTY OF SUMTER IS EXEMPT FROM STATE SALES AND USE TAX AND FEDERAL EXCISE TAXES. STATE SALES AND USE TAX CERTIFICATE NUMBER 85-801262366C-3.

**Sumter County Chamber of Commerce
TDC Committee
Application Checklist**

Organization Name: Dade Battlefield Society, Inc.

Event Name: Annual Reenactment

Event Date: January 2 and January 3, 2010

Amount Requested: \$19,263.14

Previously Funded By TDC? ☒ Yes ☐ No
Amount(s) \$46,560.50 #Years 4

- ☒ Charter
- ☒ Articles of Incorporation
- ☒ By-laws
- ☐ Chamber verified status through Sunbiz.org – please attach
- ☒ Minutes of meeting authorizing officers to apply for grant funds
- ☒ IRS determination letter of non-profit status
- ☒ List of current officers and board members indicating terms and salaries
- ☒ Organizational chart
- ☒ Copy of financial statement of most recent fiscal year

Recommendation:

Rank Assigned: 3- Average impact on tourism

Approved ☒ Denied ☐ Additional Information Required ☐

Reasons: The Chamber Review Committee recommends funding of \$7500.00 for advertising. This recommendation was largely based upon the amount of previous funding received over the last four years.

The Dade Battlefield Re-enactment is of true interest to tourists, however it was the feeling of the Chamber Review Committee that the event does little to put heads-to-beds although it does bring day-travelers to the Sumter County area from surrounding counties and some of those individuals spend money with retailers and restaurants in the area. The event has garnered attention from Visit Florida and generates interest in Sumter County.

The Review committee expressed concerns that although the Dade Battlefield Society was asked to track out-of-town visitors, no tracking measures have been put in place.

Ratified by the Sumter County TDC on 071708

There is concern by the Review Committee that the Tourism Development fund is being looked to for sustained funding rather than for event development.

It was requested that Dade Battlefield consider using Sumter County printers (see Tampa Type) before using out of county businesses for services funded by the County.



DADE BATTLEFIELD SOCIETY, INC.

7200 CR 603 • Bushnell, FL 33513 • Ph: (352) 793-4781

www.dadebattlefield.com

May 22, 2009

Dear TDC Committee:

The Dade Battlefield Society, Inc. appreciates the opportunity to apply for a TDC grant to assist us with advertising the annual Dade Battle Re-enactment. This coming year will be the 29th annual re-enactment of this important battle in American History. Our event truly does draw visitors from around the state and the country, as well as other nations.

We expect that park visitation will continue to increase and Sumter County will benefit even more economically. We had excellent weather and surprisingly, in these tough economic times we experienced a phenomenal 73% increase in attendance from last year's re-enactment. The price was right for families and thanks to the assistance of the TDC advertising grant, the event was promoted extensively. I have also included a copy of a letter the DBS received regarding lodging for an RV rally – the group wants to come see the re-enactment. I replied and sent them websites and phone numbers of local RV parks.

The park has also gotten behind another event, WWII Day and we anticipate attendance at this event will increase as it becomes more popular. An interpretive program to draw visitors, especially on weekends, has continued.

This year we have included a copy of the 990 report submitted to the IRS last February.

We have tried to follow the guidelines explicitly. We must make you aware of one recommended criteria that we cannot fulfill — the requirement that the TDC be named as an additional insured on our insurance policy as the state does not allow us to do that. Our event is covered under the State of Florida liability policy. The event is held on state property and all participants/volunteers are covered by workmen's compensation as well.

Again, we thank you for your consideration of our application and we invite you to attend our annual re-enactment.

Sincerely,

Jean McNary

President

Dade Battlefield Society, Inc.

GRANT APPLICATION

Applicants will need to submit an original and fifteen (15) copies of this completed grant application, as well as all supporting documentation, for consideration by the Sumter County Tourist Development Council. Please make sure your application is signed and attach the following information, if applicable:

- Charter, Articles of Incorporation, By-laws;
- Minutes of meeting or resolution authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement or 990 from the most recent fiscal year

Organization name: Dade Battlefield Society, Inc.

Address: 7200 County Road 603 Bushnell, FL 33513

Contact person: Jean McNary

Title: President, Dade Battlefield Society, Inc.

Telephone: 352-567-2596, home 561-398-5253, #cell 813-794-6100, work
Fax: 813-794-6191

Event/Project Name: Dade's Battle Re-enactment

Event date: Begin: January 2, 2010 End: January 3, 2010

Category _____ Sponsorship
(check one) _____ Special Events
_____ Events
_____ ☒ Advertising/Promotion

Amount Requested \$19,263.14

Intended Use

Of Funds: Advertising/promotional materials in expanded tourist markets

If the entire request cannot be funded, can the project be restructured for less funding?
If so, please indicate minimum amount necessary. If not, please explain. Yes, we can
restructure the request by cutting the number of runs, the size of the ads and the online
runs. \$15,000.00

- The event is decreasing associated events and activities (fireworks and band) which the Chamber Review Committee believes will lead to a decline in attendance
- Tracking was requested in 2008 in order to determine "heads to beds". There appeared to be no effort to track numbers despite emphasizing the importance of tracking by both the 2008 TDC and the Chamber Review Committee
- Event funding is not intended to be ongoing
- Although the TDC designated \$10,000.00 to the event in 2008, only \$1395.00 was used. The 2008 event did not appear to suffer from the lack of TDC funding.
- A recap was not provided from the 2008 event. It was noted that this was not a requirement for the 2008 event however the review committee did expect that some tracking information would accompany the 2009 request.

A review of the statutes was read at this time-

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists._

Please note that the statutes define "Tourist" as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3)(a).

Ms. Pitts, who is present to represent the Bushnell Fall Festival, was asked to discuss the purpose of the event.

The origins of the Fall Festival were discussed. The event is approximately 23 years old and began on the 100th anniversary of the founding of the town. Some families and classes have reunions during this event. Ms. Pitts reports that the City of Bushnell has voted to make this year's event their last event and therefore would like to amend their funding request to eliminate the lighted sign. Any and all designated funds would be used for advertising.

TDC Member questions followed by response-

- Reason for failure to use 2008 funds- Bushnell Fall Festival was using an old application that they had on hand, rather than the application that was revised in April of 2008. There was a called meeting and the grant was approved; however too close to the event date for event planners to use the funding
- Failure to track attendance discussed including difficulties associated with determining an accurate count.
- How many class reunions? Generally one or more and includes some family reunions.
- Reason for discontinuing the event? Mr. Maddox clarifies that the City of Bushnell has not voted to discontinue the event but that it was consensus during a budget workshop due to the cost of holding the event. According to Mr. Maddox, approximately 20,000 people attend the event.

The TDC discussed the importance of bringing tourists to Sumter County even if they don't spend the night, so that individuals can learn more about the County and see all that the County has to offer.

Total cost to the City of Bushnell was discussed. Ms. Pitts noted that it was difficult to separate City Cleanup Expenses from Event Expenses since the City of Bushnell does clean-up immediately following the event. Mr. Maddox estimates that the City's share of the event is 50,000.00.

A Motion was made to fund the Bushnell Fall Festival for the amount of \$8605.00 which was the amount that was not expended in 2008 by Doug Tharp.

Second: Erin Munz

Funding is to be used for advertising.

Ms. Pitts was cautioned by several members of the TDC to provide a recap following the event.

New Business

Guidelines Revision- Commissioner Gilpin requests that the revision be tabled until the October meeting in order to give participants an opportunity to thoroughly review recommended changes. Noted that changes to the guidelines were designated by strikethroughs (deletions) and underline (additions)

Commissioner Gilpin cautions that the Board will be the accepting body on the guidelines in order to ensure that expectations are being met. The revision should be thorough and reflect the changes that the board requested during the recent workshop.

EXPENSES

Please indicate which items will utilize TDC funds

☐ Orlando Sentinel \$7,015.54
☐ Tampa Tribune \$5,493.60
☐ St. Petersburg Times \$4,168.00
☐ Florida Monthly Magazine \$2,000.00
☐ Smoke and Fire News \$ 176.00
☐ Tampa Type \$ 410.00

REC-
LOCAL
Business
for Program

To use out of co.
7500⁰⁰
amount
Based on amount
of prev. funding
- No tracking
Limited Heads to
Bels
2500 approx

TOTAL EXPENSES \$19,263.14

CERTIFICATIONS

I have reviewed this GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

BY: Juanita M. Harg (SEAL)
Organization Leader

ATTEST: Jessica M. Hoag
Secretary

Considered this _____ day of _____, 200____, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

_____ Approved in the amount of \$ _____

_____ Denied

SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: _____
Chairman

The goal of the Tourism Development Committee is to endorse and recommend quality events and projects that will ultimately increase tourism within Sumter

2232 Isle of Pines Av
Fort Myers FL 33905
March 8, 2009

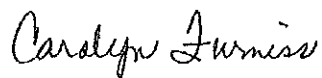
Dade Battlefield Society, Inc.
7200 CR603
Bushnell FL 33513

Dear Sir or Madam:

I am with a recreational vehicle camping group and we are interested in planning a rally in order to experience the Re-enactment program in January 2010. Could you possibly provide me with some additional information about this program. Is a lot of walking involved as we do have some members who have difficulty walking great distances. Does the amphitheater have seating and if not, are chairs allowed? What is the cost of attending the program?

If you have any printed information that I can present to the club, I would greatly appreciate receiving it. We are looking forward to January. Thank you for your assistance.

Sincerely,



Carolyn Furniss
Orange State Ramblers, Chapter 140
Holiday Rambler Recreational Vehicle Club

Sumter County Administration Building
Room 142
910 N. Main Street, Bushnell, FL 33585

The following TDC members present and registered their attendance through a verbal roll call.

| | |
|--------------------|---|
| Mr. Douglas Gilpin | Sumter County Board of County Commissioners |
| Ms. Erin Munz | Sumter County Fair Board |
| Mr. Bob Hunt | Wildwood Country Resort |
| Mr. Dan McCormic | Sumter Crossing Shopping Center |
| Mr. Warren Maddox | City of Bushnell |
| Mr. Jim Veal | Pana Vista Lodge |
| Mr. Douglas Tharp | The Villages |

Ms. Lee Ann Carr Sumter County Chamber of Commerce

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BACKGROUND INFORMATION

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives
- Your target audiences
- Services your organization provides
- Community need for the services your organization provides
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council
- How you will monitor expenditures of grant funds

PROJECT/EVENT DETAILS

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans. (See Background information – section on Evaluation of Effectiveness and Attachments B, C, and D).

PROJECT BUDGET RECAP

INCOME

Tourist Development Fund Request

\$19,263.14

Total Request \$19,263.14

Matching fund sources

| | |
|--------------------------------------|---------------|
| Dade Battlefield Historic State Park | \$ 13,436.48 |
| Dade Battlefield Society, Inc. | \$ 11, 827.00 |
| Other Park Support | \$ 2,872.60 |

| | |
|----------------------|---------------------|
| Total matching funds | <u>\$ 28,136.08</u> |
|----------------------|---------------------|

Other income sources

| | |
|---------------------------|---------------------|
| Entrance Fee Donations | <u>\$ 21,954.00</u> |
| Volunteer Hours (in-kind) | <u>\$ 23,418.08</u> |

| | |
|----------------------|---------------------|
| Total matching funds | <u>\$ 45,372.08</u> |
|----------------------|---------------------|

TOTAL INCOME \$73,508.16

The next TDC meeting is scheduled for October 22nd. Determination by the TDC that the guidelines need not be reviewed before the next regularly scheduled meeting.

Local Advertising- The Chamber Review Committee has discussed that the TDC's decision to allow local advertising and after a review of the statutes, would like to recommend that the TDC put performance measures in place in order to measure the distribution of local advertising to tourists as defined by the statutes. The Chamber Review Committee recommends that the performance measure for advertising be the percentage of distribution to viewers or listeners outside the local market. The performance measures included in the revised ranking system were used as an example of the type of measures that might be put in place. The discussion related to local advertising was tabled until October, pending discussion of the grant guidelines.

Review of items for review by the Board of County Commissioners:

- Dade Battlefield Grant- \$15,000.00
- Wildwood Winterfest Grant-\$5410.00
- Bushnell Fall Festival- \$8605.00
- Tourism Planning- Bud Nocera \$15,000.00 plus overnight and expenses in order to develop a Tourism Plan

Submitted by:

Lee Ann Carr

Sumter County Chamber of Commerce

August 28, 2009

Meeting Adjourned at 4:55 PM

REVIEWED & APPROVED: _____
(Date)

PURCHASE ORDER

PLEASE FURNISH MERCHANDISE BELOW FOR THE ACCOUNT OF

BOARD OF SUMTER COUNTY COMMISSIONERS

910 N. MAIN STREET, ROOM #201

TELEPHONE 352-793-0200

52598

TO

BUSHNELL, FLORIDA 33513-9402

┌

The City of Bushnell

└

DATE August 31, 2009

DEPT. Tourist Development Fund

BY *Mandi Kaye*

| FUND | ACCOUNT NO. | QUANTITY | DESCRIPTION | UNIT PRICE | TOTAL PRICE |
|------------------|-------------|----------|--|---------------------|---------------------|
| 111-121-579-4800 | | <i>P</i> | Bushnell Fall Festival Please note: All funds may not be expended in the 08-09 fiscal year and will carry forward to the 09-10 fiscal year. Once the Board approves in 08-09, this Purchase Order will not need to go back to the Board in 09-10. The County Administrator will at that time approve the new Purchase Order to spend the remaining dollars. | 8,605 ⁰⁰ | 8,605 ⁰⁰ |
| TERMS: | | | | TOTAL | 8,605.00 |

BOARD OF SUMTER COUNTY COMMISSIONERS

DELIVER TO: _____

AUTHORIZED BY: _____

**NOTE: ONLY ORIGINAL INVOICES
WILL BE CONSIDERED FOR PAYMENT**

DISTRIBUTION:

BLUE COPY - TO BOARD OF COUNTY COMMISSIONERS
WHITE COPY - TO VENDOR
CANARY COPY - TO DEPARTMENT HEAD
GREEN COPY - TO BOARD OF COUNTY COMMISSIONERS

THIS IS TO CERTIFY THAT THE ABOVE GOODS WERE RECEIVED AND THAT THEY WERE OF THE QUANTITY AND QUALITY ORDERED AND PAYMENT FOR SAME IS HEREBY APPROVED.

BY: _____ DATE: _____

OFFICER OR DEPT. HEAD

1. MAIL INVOICE TO BOARD OF COUNTY COMMISSIONERS
2. PLEASE SHOW OUR PURCHASE ORDER NUMBER ON ALL INVOICES
3. EACH SHIPMENT MUST BE COVERED BY A SEPARATE INVOICE
4. THE COUNTY OF SUMTER IS EXEMPT FROM STATE SALES AND USE TAX AND FEDERAL EXCISE TAXES. STATE SALES AND USE TAX CERTIFICATE NUMBER 85-8012622366C-3.

**Sumter County Chamber of Commerce
TDC Committee
Application Checklist**

Organization Name: The City of Bushnell

Event Name: Bushnell Fall Festival

Event Date: October 17, 2009

Amount Requested: \$9,975.00

Previously Funded By TDC? ☒ Yes ☐ No
Amount(s) 30,994.17 #Years 4

- ☒ Charter
- ☒ Articles of Incorporation
- ☒ By-laws
- ☐ Chamber verified status through Sunbiz.org – please attach
- ☒ Minutes of meeting authorizing officers to apply for grant funds
- ☒ IRS determination letter of non-profit status
- ☒ List of current officers and board members indicating terms and salaries
- ☒ Organizational chart
- ☒ Copy of financial statement of most recent fiscal year

Recommendation:

Rank Assigned: 1- marginal rating.

Approved ☐

Denied ☒

Additional Information Required ☐

Reasons: The Chamber Review Committee does not recommend funding for the Bushnell Fall Festival for the following reasons:

- 1) The event is eliminating fireworks and decreasing activities associated with the event. It is anticipated that this will lead to a decline in attendance.
- 2) Tracking has been requested in order to determine "heads-to-beds" associated with the event. There has been limited effort to track numbers despite emphasizing the importance of tracking by both the TDC and the Sumter County Chamber Review Committee.
- 3) Event funding is not intended to be on-going. See TDC Minutes from September 22, 2008 where former TDC member Jennifer McCubbin notes that 2007 minutes caution applicant that seed money is not intended to be on-going.
3. The 2008 grant in the amount of \$10,000.00 was only partially used. Grant reimbursement was requested in the amount of \$1395.00 leaving a remaining amount of \$8605.00. The 2008 event did not appear to suffer from the lack of TDC funding.

Ratified by the Sumter County TDC on 071708



2009 Bushnell Fall Festival

October 17th, 2009

"25 Years of Family Fun"

*Tourist Development Council
Grant Application*



**SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL**

DATE: *May 19, 2009*
TO: *All Board Members*
FROM: *Joann Pitts, Festival Coordinator*

25th ANNUAL BUSHNELL FALL FESTIVAL

Saturday, October 17th, 2009

ATTENDANCE: *Estimated 20,000 +*
FAMILY EVENT: *Family Day
Family Reunions
Winter Residents / Tourists
Class Reunions*

*Entertainment all day, games, competitions, kids/tots play land
and historical information*

TRANSPORTATION: *Cross town pick-up and delivery by
Sumter County Transit*
EXPENDITURES: *See attached Advertisements Request*

*Thank you in advance for your assistance and for the opportunity to
present our Festival information.*

GRANT APPLICATION

Applicants will need to submit an original and fifteen (15) copies of this completed grant application, as well as all supporting documentation, for consideration by the Sumter County Tourist Development Council. Please make sure your application is signed and attach the following information, if applicable:

- Charter, Articles of Incorporation, By-laws;
- Minutes of meeting or resolution authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement or 990 from the most recent fiscal year

Organization name: City of Bushnell, Florida

Address: P.O. Box 115, Bushnell, FL 33513

Contact person: Joy Coleman

Title: City Clerk

Telephone: 352-793-2591 Fax: 352-793-7771

Event/Project Name: 2009 Bushnell Fall Festival

Event date: Begin October 17th, 2009 End October 17th, 2009

Category (check one)

| | |
|-------------------------------------|-----------------------|
| <input type="checkbox"/> | Sponsorship |
| <input type="checkbox"/> | Special Events |
| <input type="checkbox"/> | Events |
| <input checked="" type="checkbox"/> | Advertising/Promotion |

Amount Requested \$ 9,975.00

Intended Use Advertising / Promotional / Transportation Expenses for the Event
Of Funds: _____

If the entire request cannot be funded, can the project be restructured for less funding?
If so, please indicate minimum amount necessary. If not, please explain.

Yes. \$8,775.00 (Less Transportation Expenses)

Ratified by Sumter County TDC on 07-17-08

BACKGROUND INFORMATION

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives
To hold a family event that will promote Bushnell / Sumter County and its businesses and community organizations
- Your target audiences
Families throughout the county and surrounding areas
- Services your organization provides
Additional sales revenue for local businesses and organizations and possibly new memberships.
- Community need for the services your organization provides
The need for economic growth
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness
Residents who participate as vendors enjoy increased revenue. Others enjoy the family entertainment. Our effectiveness is evidenced by the record numbers of people who attend each year.
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council
The City of Bushnell Fall Festival Budget
- How you will monitor expenditures of grant funds
The City's Financial Officer monitors all grant expenditures

PROJECT/EVENT DETAILS

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans.

The Fall Festival provides increased business during the one day event for local hotels, gas stations, restaurants and other local businesses. The event draws anywhere from 15,000 to 22,000 visitors each year.

PROJECT BUDGET RECAP

INCOME

Tourist Development Fund Request

\$ 9,975.00

Total Request \$ 9,975.00

Matching fund sources

| | |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

Total matching funds

\$ 0.00

| | |
|--------------------------------------|--------------|
| <i>Fall Festival Budget Revenues</i> | \$ 32,338.00 |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |

TOTAL INCOME \$ 42,313.00

Please indicate which items will utilize TDC funds

TOTAL EXPENSES \$ 42,313.00

CERTIFICATIONS

I have reviewed this GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

BY: N. Jay Coleman (SEAL)
Organization Leader

ATTEST: Polly Mar Coul
Secretary

Considered this _____ day of _____, 200____, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

_____ Approved in the amount of \$ _____

_____ Denied

SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: _____
Chairman

ATTEST: _____
Secretary

Sumter County Administration Building
Room 142
910 N. Main Street, Bushnell, FL 33585

The following TDC members present and registered their attendance through a verbal roll call.

| | |
|--------------------|---|
| Mr. Douglas Gilpin | Sumter County Board of County Commissioners |
| Ms. Erin Munz | Sumter County Fair Board |
| Mr. Bob Hunt | Wildwood Country Resort |
| Mr. Dan McCormic | Sumter Crossing Shopping Center |
| Mr. Warren Maddox | City of Bushnell |
| Mr. Jim Veal | Pana Vista Lodge |
| Mr. Douglas Tharp | The Villages |

| | |
|----------------------|------------------|
| Mr. Robby Strickland | City of Wildwood |
| Ms. Robbie Kellum | Wynnhaven |

Ms. Lee Ann Carr Sumter County Chamber of Commerce

Minutes- Chamber notes a correction to the July 23 minutes in regards to the notation that the unexpended funds from the Bushnell Fall Festival had been added back into the TDC funds for record keeping purposes. This has not occurred and is pending a meeting with Mr. John Legge to insure that all corrections are made at the same time and in the best possible manner

Motion: Doug Sharp **Second:** Warren Maddox

Financial Review: Lee Ann Carr reported that the funds have been divided according to percentages designated by the TDC. Mr. Hunt questioned the administration fee that is reported but not drawn. Ms. Carr explained that these fees included charges from the inception of the Tourist Development Tax and that the Chamber had not initially invoice for or drawn the Administrative fee. Although there is no intention by the Chamber to draw those fees, they must remain visible in order for accounts to balance. This will be an additional item that will be discussed during the appointment with Mr. Legge. The amounts will need to be redistributed. Financial statement will be corrected to read the July 2009 financial statement.

Second: Bob Hunt

Moratorium on Tourism Funding- The Board of County Commissioners, following the workshop, has voted to lift the tourism moratorium.

Bushnell Fall Festival- The Bushnell Fall Festival was submitted for a second review because the moratorium on tourism had been lifted.

1

- The event is decreasing associated events and activities (fireworks and band) which the Chamber Review Committee believes will lead to a decline in attendance
- Tracking was requested in 2008 in order to determine "heads to beds". There appeared to be no effort to track numbers despite emphasizing the importance of tracking by both the 2008 TDC and the Chamber Review Committee
- Event funding is not intended to be ongoing
- Although the TDC designated \$10,000.00 to the event in 2008, only \$1395.00 was used. The 2008 event did not appear to suffer from the lack of TDC funding.
- A recap was not provided from the 2008 event. It was noted that this was not a requirement for the 2008 event however the review committee did expect that some tracking information would accompany the 2009 request.

A review of the statutes was read at this time-

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.---

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Ms. Pitts, who is present to represent the Bushnell Fall Festival, was asked to discuss the purpose of the event.

The origins of the Fall Festival were discussed. The event is approximately 23 years old and began on the 100th anniversary of the founding of the town. Some families and classes have reunions during this event. Ms. Pitts reports that the City of Bushnell has voted to make this year's event their last event and therefore would like to amend their funding request to eliminate the lighted sign. Any and all designated funds would be used for advertising.

TDC Member questions followed by response-

- Reason for failure to use 2008 funds- Bushnell Fall Festival was using an old application that they had on hand, rather than the application that was revised in April of 2008. There was a called meeting and the grant was approved; however too close to the event date for event planners to use the funding
- Failure to track attendance discussed including difficulties associated with determining an accurate count.
- How many class reunions? Generally one or more and includes some family reunions.
- Reason for discontinuing the event? Mr. Maddox clarifies that the City of Bushnell has not voted to discontinue the event but that it was consensus during a budget workshop due to the cost of holding the event. According to Mr. Maddox, approximately 20,000 people attend the event.

The TDC discussed the importance of bringing tourists to Sumter County even if they don't spend the night, so that individuals can learn more about the County and see all that the County has to offer.

Total cost to the City of Bushnell was discussed. Ms. Pitts noted that it was difficult to separate City Cleanup Expenses from Event Expenses since the City of Bushnell does clean-up immediately following the event. Mr. Maddox estimates that the City's share of the event is 50,000.00.

A Motion was made to fund the Bushnell Fall Festival for the amount of \$8605.00 which was the amount that was not expended in 2008 by Doug Tharp.

Second: Erin Munz

Funding is to be used for advertising.

Ms. Pitts was cautioned by several members of the TDC to provide a recap following the event.

New Business

Guidelines Revision- Commissioner Gilpin requests that the revision be tabled until the October meeting in order to give participants an opportunity to thoroughly review recommended changes. Noted that changes to the guidelines were designated by strikethroughs (deletions) and underline (additions)

Commissioner Gilpin cautions that the Board will be the accepting body on the guidelines in order to ensure that expectations are being met. The revision should be thorough and reflect the changes that the board requested during the recent workshop.

The next TDC meeting is scheduled for October 22nd. Determination by the TDC that the guidelines need not be reviewed before the next regularly scheduled meeting.

Local Advertising- The Chamber Review Committee has discussed that the TDC's decision to allow local advertising and after a review of the statutes, would like to recommend that the TDC put performance measures in place in order to measure the distribution of local advertising to tourists as defined by the statutes. The Chamber Review Committee recommends that the performance measure for advertising be the percentage of distribution to viewers or listeners outside the local market. The performance measures included in the revised ranking system were used as an example of the type of measures that might be put in place. The discussion related to local advertising was tabled until October, pending discussion of the grant guidelines.

Review of items for review by the Board of County Commissioners:

- Dade Battlefield Grant- \$15,000.00
- Wildwood Winterfest Grant-\$5410.00
- Bushnell Fall Festival- \$8605.00
- Tourism Planning- Bud Nocera \$15,000.00 plus overnight and expenses in order to develop a Tourism Plan

Submitted by:

Lee Ann Carr

Sumter County Chamber of Commerce

August 28, 2009

Meeting Adjourned at 4:55 PM

REVIEWED & APPROVED: _____
(Date)

PURCHASE ORDER

PLEASE FURNISH MERCHANDISE BELOW FOR THE ACCOUNT OF

BOARD OF SUMTER COUNTY COMMISSIONERS

910 N. MAIN STREET, ROOM #201

TELEPHONE 352-793-0200

52599

TO

BUSHNELL, FLORIDA 33513-9402

┌

City of Wildwood

└

DATE August 31, 2009

DEPT. Tourist Development Fund

BY

Marshall Taylor

| FUND | ACCOUNT NO. | QUANTITY | DESCRIPTION | UNIT PRICE | TOTAL PRICE |
|------|--------------|----------|--|------------|-------------|
| 111 | 121-579-4800 | <i>P</i> | Wildwood Winterfest | 5,410.00 | 5,410.00 |
| | | | Please note: All funds may not be expended in the 08-09 fiscal year and will carry forward to the 09-10 fiscal year. Once the Board approves in 08-09, this Purchase Order will not need to go back to the Board in 09-10. The County Administrator will at that time approve the new Purchase Order to spend the remaining dollars. | | |
| | | | TERMS: | TOTAL | 5,410.00 |

BOARD OF SUMTER COUNTY COMMISSIONERS

DELIVER TO: _____

AUTHORIZED BY: _____

**NOTE: ONLY ORIGINAL INVOICES
WILL BE CONSIDERED FOR PAYMENT**

DISTRIBUTION:

BLUE COPY - TO BOARD OF COUNTY COMMISSIONERS
WHITE COPY - TO VENDOR
CANARY COPY - TO DEPARTMENT HEAD
GREEN COPY - TO BOARD OF COUNTY COMMISSIONERS

THIS IS TO CERTIFY THAT THE ABOVE GOODS WERE RECEIVED AND THAT THEY WERE OF THE QUANTITY AND QUALITY ORDERED AND PAYMENT FOR SAME IS HEREBY APPROVED.

BY: _____ DATE: _____

OFFICER OR DEPT. HEAD

1. MAIL INVOICE TO BOARD OF COUNTY COMMISSIONERS
2. PLEASE SHOW OUR PURCHASE ORDER NUMBER ON ALL INVOICES
3. EACH SHIPMENT MUST BE COVERED BY A SEPARATE INVOICE
4. THE COUNTY OF SUMTER IS EXEMPT FROM STATE SALES AND USE TAX AND FEDERAL EXCISE TAXES. STATE SALES AND USE TAX CERTIFICATE NUMBER 85-8012622366C-3.

**Sumter County Chamber of Commerce
TDC Committee
Application Checklist**

Organization Name: City of Wildwood

Event Name: Wildwood Winterfest

Event Date: December 11th and 12th

Amount Requested: \$10,410.00

Previously Funded By TDC? ☒ Yes ☐ No
Amount(s) \$19,000.00 #Years 3

- ☒ Charter
- ☒ Articles of Incorporation
- ☒ By-laws
- ☐ Chamber verified status through Sunbiz.org – please attach
- ☒ Minutes of meeting authorizing officers to apply for grant funds
- ☒ IRS determination letter of non-profit status
- ☒ List of current officers and board members indicating terms and salaries
- ☒ Organizational chart
- ☒ Copy of financial statement of most recent fiscal year

Recommendation:

Rank Assigned: 2- somewhat impacts tourism

Approved ☒ Denied ☒ Additional Information Required ☐

Reasons: The Chamber Review Committee recommends funding in the amount of \$5410.00 for the Wildwood Winterfest for the following reasons:

- 1) The event, which the City of Wildwood has adopted as one of two city-sanctioned events, is a relatively new event entering it's fourth year. Organizers have planned this year's event as a two-day event in order to encourage overnight stays. This year, the event will incorporate a free carnival with an effort to attract all of central Florida, a concert and a 5K race. A partnership with the Sumter Fair Association has been established in order to expand resources including access to headliner entertainment. Snow will be available and a parade is planned.
- 2) The organizers are committed tracking in order to determine "heads-to-beds" associated with the event. An arrangement with the Wildwood Sleep Inn is in place that will offer a discounted rate for overnight stays in order to facilitate tracking.
- 3) An ambitious advertising plan is in place that will take advantage of the Brighthouse Network to cover 15 counties, including all of Central Florida and all of South Florida.

Ratified by the Sumter County TDC on 071708

City of
Wildwood,
Florida



City Hall

Area Code: 352
SUNCOM Prefix: 668
ZIP Code: 34785

CITY HALL

100 N. Main Street
330-1330 Phone
330-1338 Fax

CITY MANAGER
Extension 109

CITY CLERK/FINANCE
Extension 100

PERSONNEL
Extension 103
330-1339 Fax

CUSTOMER SERVICE
(Utility Accounts)
Extension 130

BUILDING SERVICES
Code/Inspections/Permits
Extension 131
330-1334 Fax

DEVELOPMENT SERVICES
Planning/Zoning/Concurrency
Extension 118
330-1334 Fax

TDD
Extension 130

LIBRARY
310 Palmer Drive
748-1158

COMMUNITY CENTER
6500 County Road 139

POLICE
100 E. Huey Street
330-1355
330-1358 Fax

ANIMAL CONTROL
WOOD WASTE
601 W. Gulf-Atlantic Hwy.
330-1345

REFUSE / STREETS
410 Grey Street
330-1343
330-1353 Fax

WASTEWATER
1290 Industrial Drive
330-1349
330-1350 Fax

WATER
801 E. Huey Street
330-1346
330-1347 Fax

June 9, 2009

Sumter County Tourism Development Council
PO Box 100
Sumterville, FL 33585

RE: 2009 GRANT APPLICATION (ADVERTISING AND CONCERT)

Dear Council Members:

For the past three years, the City of Wildwood's Winterfest Committee with the help of the Wildwood Firefighter's Auxiliary has worked hard to put on a community holiday event featuring a Christmas Parade and Festival that provides family-oriented entertainment for free.

Through the use of advertising, our event has brought in visitors from throughout Sumter County, our surrounding counties, and other areas of Florida. We hope to increase attendance at our Winterfest every year by increasing our advertising throughout Florida and the southeastern United States. Our goal is to make our Festival one that people want to attend every year. This year the City Commission has endorsed making this a two-day event with two free concerts (Friday and Saturday nights) which will put more heads to beds. People will come for the free concert and free carnival the first day and stay overnight for the second day which will include the parade, another free concert, and a grand finale of fireworks. The vendors will also want to stay overnight to sell their food and wares a second day. We are adding a 5K run this year and a carnival. All carnival rides will be free and can be ridden as many times as you want. The 5K run attracts runners from all over.


Although last year's Festival was not attended by as many as the prior year, it was still successful. The Festival consists of vendors selling food, toys, arts and crafts, games, and much more. We also added a Chili Cook-Off last year. We had some difficulties in getting a performer for the concert last year and ended up using a DJ instead, but it was still enjoyed by all and had people dancing to the music. Since we are starting a little earlier this year and working with the Sumter County Fair Association, we have better contacts to find performers for the concerts. We encourage non-profit groups to set up booths to make some money for their causes and to provide more food and fun to our festival.

The snow we bring in is extremely popular with the kids because many of them have never been out of Florida to see snow. This in itself brings visitors from all around especially when we include the snow in our advertising. A fireworks show at the end of the evening is also popular.

The City's budget is extremely tight this year. We have had to lay several employees off and cut a lot of capital improvement items from the budget in order to stay afloat which is why we hope that you will consider our request for funding this year.

We wish to thank you in advance of our request. We want to put Wildwood and Sumter County on the map for holiday parades and festivals every year.

Respectfully,


Robert Smith
City Manager, City of Wildwood
RS:pl

RECEIVED
JUN 10 2009

BY:

June 4, 2009

Sumter County Tourist Development Council
P.O. Box 100
Sumterville, FL 33585

RE: 2009 GRANT APPLICATION (ADVERTISEMENT & SPONSORSHIP)

Dear Council Members:

The Wildwood Winter Fest is an event put on by the Wildwood Winterfest Committee on behalf of the City of Wildwood. The event was created to promote local family fun for little to no cost. Increasing the attendance of our festival is our main goal and to accomplish this we have boosted our advertising and expanded it into a two day event featuring a concert.

The festival will also feature a parade, fireworks, snow, 5-K walk, BBQ Cook-off, Carnival, and Vendors selling toys, food, and arts/crafts. We are also teaming up with the Sumter Fair Association and the Wildwood Police Department to recycle bicycles to be given away at the festival in our new Bicycle Recycle Outreach Program. The Bicycle Recycle program will help to encourage exercising and outdoor play in today's youth. The Literacy Outreach Program is another way our festival will assist the local area. A percentage of all sponsorships received will go to benefit a fund to purchase new books for local schools. This is to encourage reading in our local youth.

The advertisement portion of this grant request will give us the funds necessary to advertise on television and radio with more than 280 paid commercials (both are also matching that as a sponsor to increase it to 560 commercials total). The sponsorship portion of this grant will help put the concert together. It will not give us the total funds necessary but will give us a jumpstart. A banner display the Chamber of Commerce and Logo as well as one stating that the "event is funded in part by the Tourist Development Council" will be posted on the stage for all to see.

Additional funds will be generated from Sponsorships, Vendors Fees and Parking Fees (new this year).

We wish to thank you in advance for your consideration of our 2009 funding request. We would like to put Wildwood and Sumter County on the map of holiday festivals.

Respectfully,

A handwritten signature in black ink, appearing to read 'Brian Gibson', with a long horizontal stroke extending to the right.

Brian Gibson
WinterFest Chairperson

GRANT APPLICATION

Applicants will need to submit an original and fifteen (15) copies of this completed grant application, as well as all supporting documentation, for consideration by the Sumter County Tourist Development Council. Please make sure your application is signed and attach the following information, if applicable:

- Charter, Articles of Incorporation, By-laws;
- Minutes of meeting or resolution authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement or 990 from the most recent fiscal year

Organization name: City of Wildwood – Wildwood Winter Fest Committee

Address: 100. N. Main Street, Wildwood, FL 34785

Contact person: Brian C. Gibson

Title: Event Chairperson

Telephone: 352-303-6599

Fax: 352-793-8001

Event/Project Name: City of Wildwood Winter Fest

Event date: Begin: Friday December 11th, 2009 End: Saturday December 12th, 2009

Category
(check one)

☐ Sponsorship
☐ Special Events
☐ Events
☒ Advertising/Promotion

Amount Requested \$ 10,410

Intended Use of Funds: Advertisement and Promotion of Event & Sponsorship for Concert.

If the entire request cannot be funded, can the project be restructured for less funding?
If so, please indicate minimum amount necessary. If not, please explain.

Yes. \$7,000 (Reduce Advertisement/Promotion and seek other resource)

BACKGROUND INFORMATION

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives
- Your target audiences
- Services your organization provides
- Community need for the services your organization provides
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council
- How you will monitor expenditures of grant funds

PROJECT/EVENT DETAILS

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans.

PROJECT BUDGET RECAP

INCOME

Tourist Development Fund Request

\$10,410

Total Request \$10,410

Matching fund sources

| | |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

Total matching funds \$ 0.00

Other income sources

Various Sources(Sponsors/Fees) \$18,000

| | |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

Total matching funds \$18,000

TOTAL INCOME \$28,410

EXPENSES

Please indicate which items will utilize TDC funds

☒ (X) Advertisement/Promotion \$5,410
☒ (X) Sponsorship for Concert \$5,000
☐ Local Advertisement \$900
☐ Logistics (Toilets, Trophies, Tents) \$1,570
☐ Concert \$7,000
☐ Carnival, Snow, Fireworks \$8,300
☐ _____ \$ _____
☐ _____ \$ _____
☐ _____ \$ _____

TOTAL EXPENSES \$28,180

CERTIFICATIONS

I have reviewed this GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

BY: _____ (SEAL)
Organization Leader

ATTEST: _____
Secretary

Considered this _____ day of _____, 200____, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

_____ Approved in the amount of \$ _____

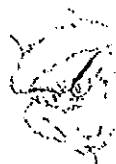
_____ Denied

SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: _____
Chairman

ATTEST: _____
Secretary

4/1
2
Numbers
for future
funding
rec.



Wildwood Winter Fest
"A Wildwood Christmas by Dr. Seuss"
Fri Dec. 11th - Sat Dec. 12th, 2009



SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL
2009 GRANT REQUEST

Date: June 1, 2009
To: Chamber and Council Members
From: Brian Gibson, Event Coordinator

4th Annual Wildwood WinterFest

Friday December 11th, 2009 – Saturday December 12th, 2009

Attendance: Estimated 8,000 – 12,000

Target Audience: Tourists
Families
Kids
55+

Events: Parade, Fireworks, Concerts, 5K Walk, BBQ Cook off, Carnival, Arts/Crafts, and Snow

Expenditures: Advertisement, Entertainment, and Logistics (tents, printing, chairs, etc.)

Attached you will find Advertisement and Entertainment proposals for which we are requesting funds.

Thank you in advance for considering this application. Please feel free to ask any questions.

Post Office Box 647
Webster, FL 33597
wildwinterfest@aol.com
352-793-2750

An Official City of Wildwood Event



WILDWOOD WINTER FEST 09

WILDWOOD WINTERFEST

6/3/2009 8:12AM
Est # 19389

Client: WILDWOOD WINTERFEST
Buyer: BRIAN GIBSON
Advertiser: WILDWOOD WINTER FEST
Product: FESTIVAL Lengths: 30
Sched Dates: 12/07/09 - 12/20/09 Dayparts: ALL

AE: BRIAN KEITH
Asst: Lynn Urquhart
Phone: 352-536-2304
Fax: 352-638-0016
Email: brian.keith@mybrighthouse.com

| Network | Daypart | Program | Unit Dur | Avg Units/Wk | Active Weeks | Rate | Total Units | Cost |
|---|-------------|-------------------|----------|--------------|--------------|---------|-------------|------------|
| 6995, WILDWOOD; 9005, LEESBURG | | | | | | | | |
| CFN | | | | | | | | |
|  | M-Su 5a-12m | NEWS 13 ROTATOR | 30 | 30 | 2 | \$5.00 | 60 | \$300.00 |
| CNN | | | | | | | | |
|  | M-Su 6p-12m | CNN NEWS PRIME | 30 | 5 | 2 | \$25.00 | 10 | \$250.00 |
| DSC | | | | | | | | |
|  | M-Su 6p-12m | DISCOVERY PRIME | 30 | 10 | 2 | \$25.00 | 20 | \$500.00 |
| HIS | | | | | | | | |
|  | M-F 6a-6p | HISTORY DAYTIME | 30 | 10 | 2 | \$10.00 | 20 | \$200.00 |
| NCF | | | | | | | | |
|  | Th-F 8p-11p | FOX NEWS PRIME | 30 | 4 | 2 | \$58.00 | 8 | \$464.00 |
| TNT | | | | | | | | |
|  | M-F 6p-12m | TNT PRIME ROTATOR | 30 | 6 | 2 | \$58.00 | 12 | \$696.00 |
| TVF | | | | | | | | |
|  | M-F 6p-8p | FOOD NETWORK | 30 | 5 | 2 | \$30.00 | 10 | \$300.00 |
| Totals | | | | | | | 140 | \$2,710.00 |
| Grand Totals | | | | | | | 140 | \$2,710.00 |

Broadcast Month Costs

| Month | Gross Cost | Total Units |
|---------|------------|-------------|
| 12/2009 | \$2,710 | 140 |

COMMERCIAL SERVICE ORDER

NEW? ☐

AFFIDAVIT

CO-OP (N/A)

SCRIPTS

CO-OP TITLE

INVOICES

EST #

CLIENT

WILDWOOD WINTERFEST

AGENCY

ATT: BRIAN GIBSON

STREET

CITY

STATE

ZIP

PHONE

FAX

| UNIT RATE | OFFICIAL TIME PERIOD | MO | TU | WE | TH | FR | SA | SU |
|-----------|----------------------|----|----|----|----|----|----|----|
| | WEEK OF 11/30 | | | | | | | |
| | 5A-12A | | | | | | 2 | |
| | 11A-7P | | | | | | | 2 |
| | WEEK OF 12/7 | | | | | | | |
| | 6A-7P | | 3 | 3 | 3 | 3 | | |
| | 5A-12A | | 2 | 2 | 2 | 2 | 3 | |
| | 6A-3P | | | | | | | 3 |
| | 12A-5A | | 1 | 1 | 1 | 1 | | |
| | STREAMING | | | | | | | |
| | WK OF 12/7 | | | | | | | |
| | 5A-12A | | 7 | 7 | 7 | 7 | 7 | |

CLASSIC ROCK™
WIND-FM
92.5 KISS 107.9

CONTRACT NUMBER

Ocala Office

3802 NE 20TH PLACE

Ocala, FL 34470

TEL: 352 622 5600 FAX 352 622 7822

Gainesville Office

4020 NEWBERRY ROAD

Gainesville, Florida 32607

TEL: 352 375 7113 FAX 352 375 1700

TERMS: NET DUE on the tenth day after billing. One and one-half percent per month is added to all outstanding balances aged over thirty days. This is a true annual interest rate of eighteen percent. Client assumes responsibility for any additional costs incurred by the station. Should it become necessary to collect the monies due under this contract through an attorney, client shall be responsible to pay all costs and expenses of such collectors including, but not limited to, court costs and reasonable attorney's fees.

TODAY'S DATE 6/3/2009

START DATE 12/6/2009

END DATE 12/12/2009

NO. OF WEEKS 2

WEEKLY UNITS 4/31 + 35

TOTAL UNITS 35 + 35 STREAM

TOTAL DOLLARS \$700.00

TALENT FEE PRODUCTION FEE

SALES REP MAIER

| OFFICE USE ONLY | |
|-----------------|-----|
| Mo. | AmL |
| Jan | Jul |
| Feb | Aug |
| Mar | Sep |
| Apr | Oct |
| May | Nov |
| Jun | Dec |

CLIENT APPROVAL X

Name

Date

STATION APPROVAL X

Name

Date

| CART NO. | LENGTH | AGENCY COMM. |
|-------------------------|--------|--------------|
| | 60 | |
| ADDITIONAL INSTRUCTIONS | | |

COMMERCIAL SERVICE ORDER

NEW? ☐

AFFIDAVIT

CO-OP (Y/N)

SCRIPTS

CO-OP TITLE

INVOICES

EST #

CLIENT

WILDWOOD WINTERFEST

AGENCY

ATT: BRIAN GIBSON

STREET

CITY

STATE

ZIP

PHONE

FAX

| UNIT RATE | OFFICIAL TIME PERIOD | MO | TU | WE | TH | FR | SA | SU |
|-----------|----------------------|----|----|----|----|----|----|----|
| | WEEK OF 11/30 | | | | | | | |
| | 5A-12A | | | | | | 2 | |
| | 11A-7P | | | | | | | 2 |
| | WEEK OF 12/7 | | | | | | | |
| | 6A-7P | | 3 | 3 | 3 | 3 | | |
| | 5A-12A | 2 | 2 | 2 | 2 | 3 | | |
| | 6A-3P | | | | | | 3 | |
| | 12A-5A | 1 | 1 | 1 | 1 | 1 | | |
| | STREAMING | | | | | | | |
| | WK OF 12/7 | | | | | | | |
| | 5A-12A | 7 | 7 | 7 | 7 | 7 | 7 | |



CONTRACT NUMBER

OCALA OFFICE

3602 NE 20TH PLACE

OCALA, FL 34470

TEL: 352 622 5600 FAX 352 622 7822

GAINESVILLE OFFICE

4020 NEWBERRY ROAD

GAINESVILLE, FLORIDA 32607

TEL: 352 375 7113 FAX 352 375 1700

TERMS: NET DUE on the tenth day after billing. One and one-half percent per month is added to all outstanding balances aged over thirty days. This is a true annual interest rate of eighteen percent. Client assumes responsibility for any additional costs incurred by the station. Should it become necessary to collect the monies due under this contract through an attorney, client shall be responsible to pay all costs and expenses of such collections including, but not limited to, court costs and reasonable attorney's fees.

| TALENT FEE | PRODUCTION FEE | CART NO. | LENGTH | AGENCY COMM. |
|------------|----------------|----------|--------|--------------|
| | | | 60 | |

ADDITIONAL INSTRUCTIONS

THIS INCLUDES 35 ON-AIR COMMERCIALS AND 35 STREAMING COMMERCIALS

SALES REP MAIER

| OFFICE USE ONLY | |
|-----------------|-----|
| Mo. | Am. |
| Jan | Jul |
| Feb | Aug |
| Mar | Sep |
| Apr | Oct |
| May | Nov |
| Jun | Dec |

CLIENT APPROVAL X

Name

Title

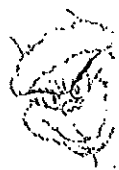
Date

STATION APPROVAL X

Name

Title

Date



Wildwood Winter Fest
"A Wildwood Christmas by Dr. Seuss"
Fri Dec. 11th - Sat Dec. 12th, 2009



SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL
GRANT REQUEST

Date: June 1, 2009
To: Chamber and Council Members
From: Brian Gibson, Event Coordinator

3rd Annual Wildwood Winterfest
Saturday December 20th, 2008
EVENT REPORT

Vendors: 56

Parade Entries: 38

Sponsors: 5 *wk*

Attendance: 2,500 – 3,000

Events: Parade, Fireworks, Kids Play Area, Santa Photos, Dance Area w/DJ, and Snow Slide

**Total Income
(Not including TDC):** \$5,500

Cost: \$8,200

Expenditures: Advertisement - TDC, Logistics (tents, printing, etc.), Snow, Fireworks, DJ, and

Advertisement: Over 250 Advertisements on Television and Radio, paid for by the TDC. Five local newspaper ads paid for by the Committee. Flyers and Posters were posted at more than 20 businesses in the local area.

That's over 280 advertisements!

Although 2008 was not our most successful event it was a huge success! Our best year, 2007, has yet been beat but we hope to get there in the future.

Post Office Box 647
Webster, FL 33597
wildwinterfest@aol.com
352-793-2750

An Official City of Wildwood Event



Wildwood Winter Fest
"A Wildwood Christmas by Dr. Seuss"
Fri Dec. 11th - Sat Dec. 12th, 2009



Committee Member List

Officers/Chairpersons

Brian Gibson
Event Chair
P.O. Box 401
Wildwood, FL 34785
Cell: 352-303-6599
Email: scfrbatt3@aol.com

Sue Bondz
Finance
306 N. Main Street
Wildwood, FL 34785
Email: cakeladie@aol.com
Cell: 352-461-9557

Sean Allis
Entertainment Chair
4917 CR. 114
Wildwood, FL 34785
Email: seantopdawg@cfl.rr.com
Cell: 352-303-2803

Chris Maggio
BBQ Cookoff
Email: cmpaper03@aol.com

Ginger Jacobs
Logistics
3106 CR 513
Wildwood, FL 34785
Email: wfdfl0@aol.com
Cell: 352-399-1266

Barbara Kane
Fair Assoc. Partner
Sponsors/Vendors/Parade
P.O. Box 647
Webster, FL 33597
Cell: 352-638-2053
Work: 352-793-2750
Cell: 352-303-5807

Members/Staff

These persons will assist Chairperson or will be there to assist setup and running of the event.

Mike Redondo

Mike Mount

Mike Redondo

Heather Gibson

Eileen Gibson

Ashley Jacobs

John Cuccio

Roger Kane

Maxine Cox



Post Office Box 647
Webster, FL 33597
wildwinterfest@aol.com
352-793-2750

An Official City of Wildwood Event

**Sumter County Administration Building
Room 142
910 N. Main Street, Bushnell, FL 33585**

The following TDC members present and registered their attendance through a verbal roll call.

| | |
|--------------------|---|
| Mr. Douglas Gilpin | Sumter County Board of County Commissioners |
| Ms. Erin Munz | Sumter County Fair Board |
| Mr. Bob Hunt | Wildwood Country Resort |
| Mr. Dan McCormic | Sumter Crossing Shopping Center |
| Mr. Warren Maddox | City of Bushnell |
| Mr. Jim Veal | Pana Vista Lodge |
| Mr. Douglas Tharp | The Villages |

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| Mr. Robby Strickland | City of Wildwood |
| Ms. Robbie Kellum | Wynnhaven |

Ms. Lee Ann Carr Sumter County Chamber of Commerce

Minutes- Chamber notes a correction to the July 23 minutes in regards to the notation that the unexpended funds from the Bushnell Fall Festival had been added back into the TDC funds for record keeping purposes. This has not occurred and is pending a meeting with Mr. John Legge to insure that all corrections are made at the same time and in the best possible manner

Passed: Unanimously with corrections or changes.

Motion to accept he financial statement: Warren Maddox Second: Bob Hunt

Bushnell Fall Festival- The Bushnell Fall Festival was submitted for a second review because the moratorium on tourism had been lifted.

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- The event is decreasing associated events and activities (fireworks and band) which the Chamber Review Committee believes will lead to a decline in attendance
- Tracking was requested in 2008 in order to determine "heads to beds". There appeared to be no effort to track numbers despite emphasizing the importance of tracking by both the 2008 TDC and the Chamber Review Committee
- Event funding is not intended to be ongoing
- Although the TDC designated \$10,000.00 to the event in 2008, only \$1395.00 was used. The 2008 event did not appear to suffer from the lack of TDC funding.
- A recap was not provided from the 2008 event. It was noted that this was not a requirement for the 2008 event however the review committee did expect that some tracking information would accompany the 2009 request.

A review of the statutes was read at this time-

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists._

Please note that the statutes define "Tourist" as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3)(a).

Ms. Pitts, who is present to represent the Bushnell Fall Festival, was asked to discuss the purpose of the event.

The origins of the Fall Festival were discussed. The event is approximately 23 years old and began on the 100th anniversary of the founding of the town. Some families and classes have reunions during this event. Ms. Pitts reports that the City of Bushnell has voted to make this year's event their last event and therefore would like to amend their funding request to eliminate the lighted sign. Any and all designated funds would be used for advertising.

TDC Member questions followed by response-

- Reason for failure to use 2008 funds- Bushnell Fall Festival was using an old application that they had on hand, rather than the application that was revised in April of 2008. There was a called meeting and the grant was approved; however too close to the event date for event planners to use the funding
- Failure to track attendance discussed including difficulties associated with determining an accurate count.
- How many class reunions? Generally one or more and includes some family reunions.
- Reason for discontinuing the event? Mr. Maddox clarifies that the City of Bushnell has not voted to discontinue the event but that it was consensus during a budget workshop due to the cost of holding the event. According to Mr. Maddox, approximately 20,000 people attend the event.

The TDC discussed the importance of bringing tourists to Sumter County even if they don't spend the night, so that individuals can learn more about the County and see all that the County has to offer.

Total cost to the City of Bushnell was discussed. Ms. Pitts noted that it was difficult to separate City Cleanup Expenses from Event Expenses since the City of Bushnell does clean-up immediately following the event. Mr. Maddox estimates that the City's share of the event is 50,000.00.

A Motion was made to fund the Bushnell Fall Festival for the amount of \$8605.00 which was the amount that was not expended in 2008 by Doug Tharp.

Second: Erin Munz

Funding is to be used for advertising.

Ms. Pitts was cautioned by several members of the TDC to provide a recap following the event.

New Business

Guidelines Revision- Commissioner Gilpin requests that the revision be tabled until the October meeting in order to give participants an opportunity to thoroughly review recommended changes. Noted that changes to the guidelines were designated by strikethroughs (deletions) and underline (additions)

Commissioner Gilpin cautions that the Board will be the accepting body on the guidelines in order to ensure that expectations are being met. The revision should be thorough and reflect the changes that the board requested during the recent workshop.

The next TDC meeting is scheduled for October 22nd. Determination by the TDC that the guidelines need not be reviewed before the next regularly scheduled meeting.

Local Advertising- The Chamber Review Committee has discussed that the TDC's decision to allow local advertising and after a review of the statutes, would like to recommend that the TDC put performance measures in place in order to measure the distribution of local advertising to tourists as defined by the statutes. The Chamber Review Committee recommends that the performance measure for advertising be the percentage of distribution to viewers or listeners outside the local market. The performance measures included in the revised ranking system were used as an example of the type of measures that might be put in place. The discussion related to local advertising was tabled until October, pending discussion of the grant guidelines.

Review of items for review by the Board of County Commissioners:

- Dade Battlefield Grant- \$15,000.00
- Wildwood Winterfest Grant-\$5410.00
- Bushnell Fall Festival- \$8605.00
- Tourism Planning- Bud Nocera \$15,000.00 plus overnight and expenses in order to develop a Tourism Plan

Submitted by:

Lee Ann Carr

Sumter County Chamber of Commerce

August 28, 2009

Meeting Adjourned at 4:55 PM

REVIEWED & APPROVED: _____
(Date)